

Exhibit A



klemchuk kubasta llp

Darin M. Klemchuk
214.367.6000
214.367.6001 Fax
darin.klemchuk@kk-llp.com

March 11, 2011

VIA REGULAR MAIL AND EMAIL (CADWELL.JEFFREY@DORSEY.COM)

Jeffrey R. Cadwell
Dorsey & Whitney LLP
50 South Sixth Street, Suite 1500
Minneapolis, MN 55402-1498

Re: Infringement of Trademark Rights of Academy, Ltd.

Dear Mr. Cadwell:

Our law firm, Klemchuk Kubasta LLP, represents Academy, Ltd. We are writing to you because we understand that you are the trademark attorney for Gander Mountain Company. As you know, Academy, Ltd. is one of the nation's largest sporting goods retailers and offers the sports and outdoors enthusiast a broad selection of equipment, apparel, and footwear. Academy, Ltd. is the owner of several federal registrations and common law marks (the "Academy Marks"). Academy, Ltd. has owned and continuously used the marks listed in Exhibit B in commerce since as early as 1951. Since then, the Academy Marks have been identified with Academy Ltd. and have served as a source identifier for our client. Academy Ltd. has spent considerable amounts of money to develop its brand and family of marks.

Recently, it has come to our client's attention that Gander Mountain Company has started using the "Gander Mtn. Academy" marks in connection with firearms training, in addition to other goods and services, on its website and in its stores. A few printouts of the website are attached as Exhibit A. Gander Mountain Company's use of the "Gander Mtn. Academy" marks is in direct competition with our client, Academy, Ltd. Use of the "Gander Mtn. Academy" marks on your client's website is likely to cause confusion among consumers and is likely to lead consumers to believe that the products and/or services promoted by Gander Mountain under the marks are somehow authorized or sponsored by, or somehow affiliated with, our client. Your client places the ACADEMY marks in such close proximity to the rest of its marks and places emphasis on the ACADEMY marks in such a way that it appears that the two companies are somehow affiliated or in a joint venture with each other.

While our client is prepared to enforce its rights through litigation or the appropriate proceedings before the TTAB, Academy Ltd. is willing to resolve this matter by Gander Mountain's immediate agreement to stop all use of Academy's intellectual property, including, but



not limited to, removing the ACADEMY marks from Gander Mountain's existing trademarks, modifying the marks as they appear on the website, in the store, and in any other form of advertising or informational products. Last, but not least, your client should withdraw and abandon the following pending applications in the U.S. Patent and Trademark Office that employ the ACADEMY marks: Ser. No. 85/163,385; 85/162,118; 85/162,106; 85/162,098; 85/162,091; 85/162,070; 85/162,054; 85/162,048; 85/083,644; 85/162,043; 85/083,598; 85/083,632; 85/083,672; 85/083,669; 85/083,637; 85/083,620; 85/083,616; 85/083,566; 85/083,545.

I look forward to your response no later than March 18, 2011.

Sincerely,

A handwritten signature in black ink, appearing to read 'Darin M. Klemchuk', with a long horizontal line extending to the right.

Darin M. Klemchuk

DMK/ras
Attachments

EXHIBIT A



GANDERMOUNTAIN.COM Cart 0 ITEMS

CLASSROOM

VIRTUAL RANGE

LIVE FIRE RANGE

SIMULATION

SIGN IN TO MY ACADEMY

WELCOME TO THE ACADEMY

CLASSROOM

Best in class, from professional instruction to high-tech simulation and debriefing.
[Explore Classroom](#)

VIRTUAL RANGE

LIVE FIRE RANGE

SIMULATION



THE GANDER MTN. ACADEMY

Experience the ultimate in firearms training.™

Introducing the most advanced, professional firearms training academy in America. With its unique combination of highly trained instructors, live range and exclusive, state-of-the-art simulation technology, no other firearms training facility compares with Gander Mtn. Academy™.

In fact, nothing even comes close.

[More](#)



FUNDAMENTALS

REPETITION

SIMULATION

At Gander Mtn. Academy we believe that Fundamentals, Repetition and Simulation are the cornerstones of firearms safety, proficiency and preparedness. From our expert instructors you will receive the best possible classroom instruction on the fundamentals of firearms safety, gun handling and marksmanship.



GANDERMOUNTAIN.COM Cart 0 ITEMS

CLASSROOM

VIRTUAL RANGE

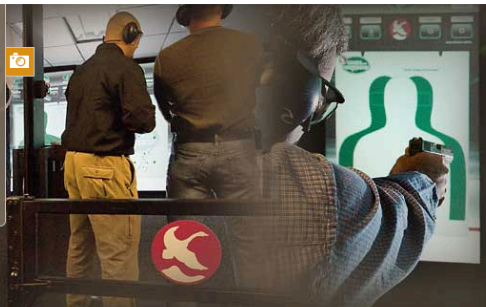
LIVE FIRE RANGE

SIMULATION

SIGN IN TO MY ACADEMY

VIRTUAL RANGE

The Gander Mtn. Academy V-Range™ embodies Perfect Practice. You can sharpen your skills and master your mechanics without spending time and money firing endless rounds of expensive live ammo.



V-RANGE™

It feels real. Practice on the world's most accurate simulated shooting range using actual firearms modified for laser technology and full-felt recoil. Experience the stunning clarity of over two million pixels per inch! We'll provide you with ear and eye protection to wear while you practice on a wide variety of targets, qualifications, exercises and marksmanship drills. Each simulated bullet leaves a hole punch in the simulated paper target — zoom in to examine your results and send a jpeg picture of your target to your email!

[More](#)

GANDER MTN. ACADEMY

OUR ACADEMY

CUSTOMER REVIEWS

LIVE FIRE RANGE

PURCHASE TIME

3750 Flagg Lane
Lake Mary, Florida 32746
(407) 804-0514
Get Directions

STORE HOURS
M-Sa 9am - 9pm
Sunday 10am - 6pm

COMING SOON...

La Crosse, WI - April 2011

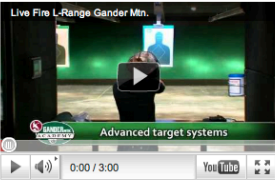
Gander Mtn. Academy announces the opening of our second location in La Crosse, Wisconsin scheduled for the end of April.



LIVE FIRE RANGE FOR:

- Beginning Firearm Users
- Intermediate to Advanced Marksmen
- Recreational Shooters



Live Fire L-Range Gander Mtn. Academy



Advanced target systems

0:00 / 3:00

YouTube




See more of our videos on YouTube

The best part of my Gander Mountain experience were the instructors. Every one was very knowledgeable, eager to help and full of encouragement. They gave a serious subject serious respect without making the experience stuffy or intimidating. Gander Mountain gave me an experience I will never forget! This is an amazing concept that many people will truly benefit from, including me. Thanks so much to all of you at Gander Mountain!

Mary A. - Florida


As a US Marine and Police Officer I can say that "Gander Mountain" has a great thing going on. The Simulator's will be an awesome experience to the general public. It will allow the public to feel what it is like to be in the shoes of a Law Enforcement Officer and the pressure that comes with the job. This form of training could save lives! I look forward to returning to "Gander Mountain" with my wife (a Deputy Sheriff) and my children and pick up where I left off.....

Randy - Florida

Follow on  Follow on  Watch on 

GET UPDATES FROM GANDER MTN. ACADEMY!

ACADEMY QUESTIONS 1.888.5GANDER



requirements for obtaining your state concealed Carry Permit. It is fast paced and very informative, the most extensive Concealed...

[Read More](#)

mountain with my wife (a Deputy Sheriff) and my children and pick up where I left off.....

Randy - Florida

MOST POPULAR CLASSES

Family Safety (GMA-001)
Defensive Handgun 1 (GMA-201)
Basic Shooting Skills 1 - Ladies Only (GMA-110L)

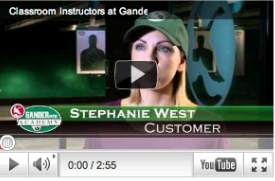
RECENTLY ADDED CLASSES

Family Safety (GMA-001)
Defensive Handgun 1 (GMA-201)
Basic Shooting Skills 1 - Ladies Only (GMA-110L)

CLASSES COMING SOON TO:

La Crosse, WI
Greensboro, NC
Roanoke, VA

Classroom Instructors at Gander Mtn. Academy






Classroom Instructors at Gander

STEPHANIE WEST
CUSTOMER

0:00 / 2:55

YouTube

See more of our videos on YouTube

Follow on  Follow on  Watch on 

GET UPDATES FROM GANDER MTN. ACADEMY!

ACADEMY QUESTIONS 1.888.5GANDER

CLASSROOM VIRTUAL RANGE LIVE FIRE RANGE SIMULATION

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EXHIBIT B

ACADEMY, LTD. TRADEMARKS

ACADEMY	Reg. No. 1,911,968
Goods/Services:	IC 42. Retail store services in the field of western wear; hunting, fishing and sporting equipment and outfitting; sporting and athletic equipment, gear and footwear; and outdoor and recreational equipment, outfitting and merchandise.
ACADEMY.COM	Reg. No. 2,834,786
Goods/Services:	IC 35. Online retail store services featuring the sale of sporting goods, athletic equipment, apparel, and footwear; and issuing gift certificates which may then be redeemed for goods and services; and computer services, namely, providing online computer databases featuring consumer product reviews and comparisons, and merchandise descriptions and information by means of a global computer network. IC 41. Computer services, namely providing information on sports and outdoor activities via a global computer network.
ACADEMY OUTDOORS	Reg. No. 3,305,400
Goods/Services:	IC 41. Entertainment in the nature of on-going television programs in the field of hunting and fishing distributed over television and the internet.
ACADEMY SPORTS + OUTDOORS	Reg. No. 3,338,039
Goods/Services:	IC 35. Online retail store services featuring camping, fishing hiking, hunting, outdoor, and recreational equipment, outfitting, and merchandise; sporting goods and athletic apparel, equipment, gear, and footwear; women's, men's and youth apparel, footwear, swimwear, beachwear, and beach bags; baby strollers, jogging strollers, motorized scooters, and motorized scooter wheels; all purpose sports bags and luggage; manually operated exercise equipment, namely exercise machines, exercise benches, exercise tables, and weight lifting machines; and issuing gift certificates which may then be redeemed for goods or services; and computer services, namely, providing online computer databases featuring consumer product reviews and comparisons, and merchandise descriptions and information by means of a global computer network; retail store services in the field of camping, fishing, hiking,

hunting, outdoor, and recreational equipment, outfitting, and merchandise; sporting goods and athletic apparel, equipment, gear, and footwear; women's, men's, and youth apparel, footwear, swimwear, beachwear, and beach bags; baby strollers, jogging strollers, motorized scooters and motorized scooter wheels; all purpose sports bags and luggage; and manually operated exercise equipment, namely exercise machines, exercise benches, exercise tables, and weight lifting machines.

IC 41. Computer services, namely providing information on sports and outdoor activities via a global computer network; entertainment in the nature of on-going television programs in the field of hunting and fishing distributed over television and the Internet.

Exhibit B



ELIZABETH C. BUCKINGHAM
(612) 343-2178
FAX (612) 340-8856
buckingham.elizabeth@dorsey.com

March 18, 2011

VIA ELECTRONIC MAIL AND POSTAL SERVICE

Darin M. Klemchuk
Klemchuk Kubasta LLP
8150 N. Central Expwy., Suite 1150
Dallas, Texas 75206

Re: Alleged Infringement of Trademark Rights of Academy, Ltd.
Our File: M221794

Dear Mr. Klemchuk:

As you know, we represent Gander Mountain Company ("Gander Mountain") in trademark matters. We write in response to your March 11, 2011 demand letter, in which you assert that Gander Mountain's **GANDER MTN. ACADEMY** trademarks infringe the trademark rights of Academy, Ltd. Your main argument is that Gander Mountain uses the word "Academy" in such proximity to its other marks and with such emphasis as compared to its other marks that consumers will believe that Academy and Gander Mountain are affiliated or in a joint venture. For the reasons discussed below, we reject this claim and your accompanying demand that Gander Mountain cease use of the **GANDER MTN. ACADEMY** trademark and abandon its corresponding trademark applications.

First and foremost, Gander Mountain's rights to its core **GANDER MTN.** trademark, coupled with the descriptive nature of the term "Academy," dispel any likelihood of confusion among consumers. As shown by this side-by-side comparison of each mark as it will be encountered by purchasers in the real world, the marks are not confusingly similar in sound, appearance, or meaning:





The **GANDER MTN. ACADEMY** trademark contains the **GANDER MTN.** trademark. Your client's mark contains the additional distinguishing terms **SPORTS + OUTDOORS**. Gander Mountain's mark uses the term "Academy" in all capital letters, whereas Academy's mark uses only initial capitals. The respective marks use different fonts. Gander Mountain's mark appears in its core trade dress colors of maroon, hunter green, and black, whereas Academy's mark appears in blue and red. Academy's mark features the capital letter "A" surrounded by a diagonal tilting ring. Gander Mountain's mark features its Goose Medallion design. The placement of the term "Academy" on the barrel of a stylized gun in Gander Mountain's mark

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reinforces the nature of the firearms instruction services Gander Mountain offers in connection with the mark. When customers encounter Gander Mountain's mark in a real world setting, they will recognize the Gander Mtn. mark, the Goose Medallion design, the Gander Mountain fonts, and the Gander Mountain colors, and they will readily understand the sole source of the products and services: Gander Mountain.

Given all the differences between the marks, the only way your client's argument can even be considered in good faith is if your client owns exclusive rights in the term "Academy." Whatever rights your client may have in its **ACADEMY** marks do not extend to prevent descriptive uses of the term "Academy" by third parties. The term "Academy" has a dictionary meaning of "a school or college for special instruction or training in a subject." See the enclosed printout from www.dictionary.com. As shown by Gander Mountain's website academy.gandermountain.com, the core services offered by Gander Mountain under the **GANDER MTN. ACADEMY** trademark include the operation of a firearms training facility that features instruction on the fundamentals of firearms safety, gun handling, and marksmanship. The term "Academy" is merely descriptive of these services. Gander Mountain has acknowledged this by disclaiming any exclusive rights to the term in its pending trademark applications in Classes 16, 41, and 45.

Any claim the Academy might make to exclusive rights to the term "Academy" is quickly dismissed by a search of the U.S. Patent and Trademark Office's ("PTO") online database. In the retail services class (Class 35) alone, there are over 200 live registrations or pending applications containing the term "Academy" with which your client is coexisting and has tolerated. In Class 41, which covers educational and informational services, there are more than 1200 live registrations or pending applications. Most telling and most relevant to your client's claim vis-à-vis Gander Mountain, however, are the several marks containing the term "Academy" which are much closer to Gander Mountain's services than to those offered by your client, including the following:

	<p>THE ACADEMY & Design – federal registration no. 3,810,583, owned by The Academy Firing Range LLC of Palm Desert, California, for "training services in the field of firearms safety" in Class 41. The phrase "the academy or safety or training or education" is disclaimed.</p>
	<p>BE SAFE ACADEMY & Design – federal registration no. 3,840,990, owned by BeSafeAcademy LLC of Orlando, Florida, for "retail store services featuring non-lethal self-defense products and accessories" in Class 35. The term "academy" is disclaimed.</p>

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 Page 3

 <p>SHOOTRITE Firearms Academy</p>	<p>SHOOTRITE FIREARMS ACADEMY LLC – federal registration no. 3,618,922, owned by Shootrite Firearms Academy of Langston, Alabama, for “training and instruction in the field of defensive and combative use of firearms” in Class 41. The phrase “firearms academy LLC” is disclaimed.</p>
<p>U.S. FIREARMS ACADEMY – pending application no. 85/030,823, filed by U.S. Firearms Academy LLC of Reno, Nevada, for “guns and gun parts” in Class 13; “retail store services and online retail store services featuring firearms, guns, gun accessories, gun barrels and choke tubes, gun parts, gun cases, gun pouches, gun cleaning tools, gun holsters, gun optics and scopes, ammunition, knives, clothing and bags” in Class 35; “manufacture of guns and gun parts to the order and specification of others” in Class 40; and “providing training in the use and operation of firearms; target shooting range services, namely, gun firing range services; entertainment and recreational services, namely, organizing and conducting firearm shooting events; rental of firearms” in Class 41. The term “academy” is disclaimed in Class 41.</p>	
 <p>U.S. Firearms Academy</p>	<p>U.S. FIREARMS ACADEMY HOME OF RENO GUNS & Design – pending application no. 85/030,784, filed by U.S. Firearms Academy LLC, for “retail store services and online retail store services featuring firearms, guns, gun accessories, gun barrels and choke tubes, gun parts, gun cases, gun pouches, gun cleaning tools, gun holsters, gun optics and scopes, ammunition, knives, clothing and bags” in Class 35; and “providing training in the use and operation of firearms; target shooting range services, namely, gun firing range services; entertainment and recreational services, namely, organizing and conducting firearm shooting events and competitions; rental of firearms” in Class 41. The term “academy” is disclaimed in Class 41.</p>

Printouts of these marks from the PTO database are attached for your review. In addition to the federal applications and registrations referenced above, there are hundreds of common law uses of the term “Academy,” including:

- **SIERRA FIREARMS ACADEMY** (Sparks, Nevada): <http://www.sierrafirearms.com/>
- **ACADEMY FOR FIREARMS TRAINING** (Grand Prairie, Texas): <http://chltraining.com/>
- **TACTICAL FIREARMS ACADEMY** (South Florida): <http://www.tacticalacademy.us/>
- **U.S. SHOOTING ACADEMY** (Tulsa, Oklahoma): <http://www.usshootingacademy.com/>

We can only conclude that your client has not chosen to pursue any of these federal or common law marks because of the descriptive nature of the term “Academy.” It is too late for your client to change its position now.

Second, not only do the differences in the marks prevent confusion, so too does the way that Gander Mountain provides the **GANDER MTN. ACADEMY** services. In order to register for classroom and firing range sessions, customers must visit Gander Mountain’s website, call a Gander Mountain store, or visit a Gander Mountain store. In order to take advantage of Gander

Darin M. Klemchuk
March 18, 2011
Page 4

Mountain's training services, customers must visit a Gander Mountain store. Thus, by the time customers determine the location of the Gander Mountain store (assuming they do not already know) and then arrive in the store, there is no chance that customers will believe that the services at issue are in any way affiliated with or sponsored by Academy.

Finally, the companies do not offer competing services. Gander Mountain is the first company to make available in its stores a centralized location featuring highly skilled instructors, a variety of comprehensive courses, modern multi-media classrooms, a live-fire range, and exclusive virtual simulation technology previously available only to military and law enforcement agencies. None of Academy's cited registrations covers these services, nor does Academy offer such services. Academy's trademark registrations mainly cover retail services in Class 35. Gander Mountain has not applied to register the **GANDER MTN. ACADEMY** trademark for any such Class 35 services, nor will Gander Mountain provide such services under the trademark. Accordingly, confusion among customers is unlikely.

In sum, Gander Mountain rejects Academy's demand to cease all use of the **GANDER MTN. ACADEMY** trademark and to abandon its corresponding trademark applications. This letter is written without waiver of any rights, remedies, and/or defenses that our client may assert with regard to this matter.

Very truly yours,

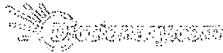


Elizabeth C. Buckingham

ECB:JRC/tk
Enclosures

cc: Gander Mountain Company (w/encl,)

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academy

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Related Searches

Academy sporting good...
Oshmans
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Plato's academy
Academy bank
Wal mart
Target
Sports authority

Did you know: Yes, the stuff that forms in your eyes when you sleep does have a name.



academy - 5 dictionary results

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Le Cordon Bleu® Culinary Arts Minneapolis Classes Start April 4th
[lecordonbleu-minneapolis.com](#)

Academy Definition

Find Definitions For Any Word. Get Your Free Dictionary.com Toolbar.
[Dictionary.com](#)

shibboleth grammar
pernicious proverb

Synonyms

association
foundation
institute
alliance
council
circle
league

[More Synonyms »](#)

a·cad·e·my

[uh-kad-uh-mee] [Show IPA](#)

-noun, plural -mies.

1. a secondary or high school, especially a private one.
2. a school or college for special instruction or training in a subject: *a military academy*.
3. an association or institution for the advancement of art, literature, or science: *the National Academy of Arts and Letters*.

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Origin:

1470-80; < Latin *acadēmīa* < Greek *akadēmeia*, equivalent to *Akādēm (os)* *Acadēmus* + *-eia* adj. suffix

Dictionary.com Unabridged
Based on the Random House Dictionary, © Random House, Inc. 2011.
[Cite This Source](#) [Link To academy](#)

Slang

laughing academy

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[Confusing words](#)
[Word of the Day](#)

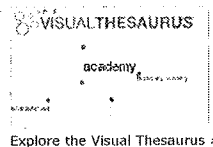
Nearby Words

academize
academus
academuses
academy
academy award
academy of art
academy of motion pic...

Related Words for: **academy**

honorary society

[View more related words »](#)



World English Dictionary

academy (ə'kædəmi) [Show IPA](#)

- n , pl -mies

1. an institution or society for the advancement of literature, art, or science
2. a school for training in a particular skill or profession: *a military academy*
3. a secondary school: now used only as part of a name, and often denoting a private school

[C16: via Latin from Greek *akadēmeia* name of the grove where Plato taught, named after the legendary hero *Akadēmos*]

Academy (ə'kædəmi) [Show IPA](#)

- n

1. a. the grove or garden near Athens where Plato taught in the late 4th century bc
b. the school of philosophy founded by Plato
c. the members of this school and their successors
2. **French Academy** short for the **Royal Academy**

Collins English Dictionary - Complete & Unabridged 10th Edition
2008 © William Collins Sons & Co. Ltd. 1979, 1996 © HarperCollins
Publishers 1998, 2000, 2002, 2005, 2008, 2009, 2009
[Cite This Source](#)

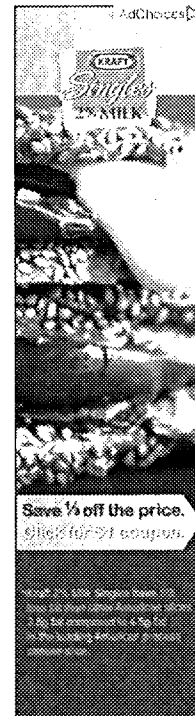


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Word Origin & History

academy

late 15c., from L. *academia*, from Gk. *Akademeia* "grove of Akademos," a legendary Athenian of the Trojan War tales (his name apparently means "of a silent district"), whose estate, six stadia from Athens, was the enclosure where Plato taught his school.

"The A[cademy], the Garden, the Lyceum, the Porch, the Tub, are names used for the five chief schools of Greek philosophy, their founders, adherents, & doctrines: the A., Plato, the Platonists & Platonism; the Garden, Epicurus, the Epicureans, & Epicureanism; the Lyceum, Aristotle, the Aristotelians, & Aristotelianism; the Porch, Zeno, the Stoics, & Stoicism; the Tub, Antisthenes, the Cynics, & Cynicism." [Fowler]

Sense broadened 16c. into "any school or training place." Academy awards (1941) so called for their distributor, the Academy of Motion Picture Arts and Sciences.

Online Etymology Dictionary, © 2010 Douglas Harper
[Cite This Source](#)

Encyclopedia

Academy

In ancient Greece, the academy, or college, of philosophy in the northwestern outskirts of Athens, where Plato acquired property about 387 BC and used to teach. At the site there had been an olive grove, park, and gymnasium sacred to the legendary Attic hero Academus (or Hecademos).

Learn more about [Academy](#) with a free trial on Britannica.com.

Encyclopedia Britannica. 2008. Encyclopedia Britannica Online.
[Cite This Source](#)

Famous Quotations

Academy

"It would much conduce to the public benefit, if, instea..."

"A new kind of award has been added—the deathbed award. ..."

"I realized early on that the academy and the literary w..."

"...I have come to make distinctions between what I call..."

"In the groves of their academy, at the end of every vis..."

More Quotes

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academy 



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Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Fri Mar 18 04:06:18 EDT 2011

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Record 1 out of 1

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Word Mark	THE ACADEMY SAFETY TRAINING EDUCATION
Goods and Services	IC 041. US 100 101 107. G & S: Training services in the field of firearms safety. FIRST USE: 20090601. FIRST USE IN COMMERCE: 20090701
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	21.03.12 - Dart boards; Targets without crosshairs or alignment guides 23.03.03 - Derringers; Pistols; Revolvers 26.01.18 - Circles, three or more concentric; Concentric circles, three or more; Three or more concentric circles 26.05.20 - Triangles inside one another 26.05.21 - Triangles that are completely or partially shaded
Trademark Search Facility Classification Code	ART-21.03 Sporting articles; merry-go-rounds ART-23.03 Firearms; ammunition; explosives SHAPES-CIRCLE Circle figures or designs including semi-circles and incomplete circles SHAPES-MISC Miscellaneous shaped designs SHAPES-TRIANGLES Triangular shaped designs and marks including incomplete triangles
Serial Number	77869199
Filing Date	November 10, 2009
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	April 13, 2010
Registration Number	3810583
Registration	

Date June 29, 2010
Owner (REGISTRANT) The Academy Firing Range LLC LIMITED LIABILITY COMPANY CALIFORNIA
38698 El Viento Road Palm Desert CALIFORNIA 92211
Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "THE ACADEMY OR SAFETY OR
TRAINING OR EDUCATION" APART FROM THE MARK AS SHOWN
Description of Mark Color is not claimed as a feature of the mark. The mark consists of a target with a stylized triangle
at the center, and a gun at the center of the triangle. The words "THE ACADEMY" are above the
circle, and the words "SAFETY", "TRAINING" and "EDUCATION" are written on the three sides of
the triangle. The stippling is for shading purposes only.
Type of Mark SERVICE MARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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Word Mark	BE SAFE ACADEMY
Goods and Services	IC 035. US 100 101 102. G & S: Retail store services featuring non-lethal self-defense products and accessories. FIRST USE: 20090901. FIRST USE IN COMMERCE: 20090901
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	21.03.12 - Dart boards; Targets without crosshairs or alignment guides
Trademark Search Facility Classification Code	ART-21.03 Sporting articles; merry-go-rounds SHAPES-CROSSES Cross or cross-like designs
Serial Number	77921857
Filing Date	January 27, 2010
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	June 15, 2010
Registration Number	3840990
Registration Date	August 31, 2010
Owner	(REGISTRANT) BeSafeAcademy LLC LIMITED LIABILITY COMPANY FLORIDA 548 Divine Circle Orlando FLORIDA 32828
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ACADEMY" APART FROM THE

MARK AS SHOWN

Description of Mark Color is not claimed as a feature of the mark. The mark consists of the stylized wording "BE SAFE ACADEMY", where the stylized wording "BE" is superimposed of the design of a target with crosshairs.

Type of Mark SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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SHOOTRITE



Firearms Academy LLC

Word Mark	SHOOTRITE FIREARMS ACADEMY LLC
Goods and Services	IC 041. US 100 101 107. G & S: Training and instruction in the field of defensive and combative use of firearms. FIRST USE: 19950601. FIRST USE IN COMMERCE: 19950601
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	01.15.25 - Coal; Dust; Light rays; Liquids, spilling; Pouring liquids; Sand; Spilling liquids 04.05.01 - Dragons; Griffons 09.05.25 - Batting helmets; Caps, nurses; Caps, swimming; Dunce caps; Football helmets; Helmets, athletic; Helmets, construction; Helmets, military; Helmets, protective; Safety helmets 23.01.01 - Epees; Foils; Rapiers; Sabers; Swords 24.01.02 - Shields or crests with figurative elements contained therein or superimposed thereon
Trademark Search Facility Classification Code	ART-09.05 Headwear ART-23.01 Weapons INAN Inanimate objects such as lighting, clouds, footprints, atomic configurations, snowflakes, rainbows, flames LETS-2 LLC Two letters or combinations of multiples of two letters MYTH Mythological characters such as angels, cupids, fairies, dragons, devils SHAPES-HERALDRY Marks with shields, crests, emblems, insignias, and crowns
Serial Number	77574331
Filing Date	September 19, 2008
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	February 24, 2009
Registration	3618922

Number

**Registration
Date**

May 12, 2009

Owner

(REGISTRANT) Shootrite Firearms Academy LIMITED LIABILITY COMPANY ALABAMA 95 Lois Lane Langston ALABAMA 35755

Disclaimer

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "FIREARMS ACADEMY LLC" APART FROM THE MARK AS SHOWN

**Description of
Mark**

Color is not claimed as a feature of the mark. The mark consists of the stylized text "Shootrite Firearms Academy LLC" with a coat of arms design comprised of a griffin with a shield, helmet, and sword, in the middle. The stippling is for shading purposes only.

Type of Mark

SERVICE MARK

Register

PRINCIPAL

**Live/Dead
Indicator**

LIVE

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U.S. FIREARMS ACADEMY

Word Mark Goods and Services

U.S. FIREARMS ACADEMY

IC 013. US 002 009. G & S: Guns and gun parts. FIRST USE: 20080815. FIRST USE IN COMMERCE: 20080815

IC 035. US 100 101 102. G & S: Retail store services and online retail store services featuring firearms, guns, gun accessories, gun barrels and choke tubes, gun parts, gun cases, gun pouches, gun cleaning tools, gun holsters, gun optics and scopes, ammunition, knives, clothing and bags. FIRST USE: 20080815. FIRST USE IN COMMERCE: 20080815

IC 040. US 100 103 106. G & S: Manufacture of guns and gun parts to the order and specification of others. FIRST USE: 20080815. FIRST USE IN COMMERCE: 20080815

IC 041. US 100 101 107. G & S: Providing training in the use and operation of firearms; target shooting range services, namely, gun firing range services; entertainment and recreational services, namely, organizing and conducting firearm shooting events; rental of firearms. FIRST USE: 20080815. FIRST USE IN COMMERCE: 20080815

Standard Characters Claimed

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Serial Number

85030823

Filing Date

May 5, 2010

Current Filing Basis

1A

Original Filing Basis

1A

Supplemental Register Date February 17, 2011
Owner (APPLICANT) U.S. Firearms Academy LLC LIMITED LIABILITY COMPANY NEVADA 294 E. Moana Lane #18 Reno NEVADA 89502
Attorney of Record Holly M. Ford
Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ACADEMY" AS TO CLASS 41 APART FROM THE MARK AS SHOWN
Type of Mark TRADEMARK. SERVICE MARK
Register SUPPLEMENTAL
Live/Dead Indicator LIVE

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Word Mark

U.S. FIREARMS ACADEMY HOME OF RENO GUNS

Goods and Services

IC 035. US 100 101 102. G & S: Retail store services and online retail store services featuring firearms, guns, gun accessories, gun barrels and choke tubes, gun parts, gun cases, gun pouches, gun cleaning tools, gun holsters, gun optics and scopes, ammunition, knives, clothing and bags.
 FIRST USE: 20080815. FIRST USE IN COMMERCE: 20080815

IC 041. US 100 101 107. G & S: Providing training in the use and operation of firearms; target shooting range services, namely, gun firing range services; entertainment and recreational services, namely, organizing and conducting firearm shooting events and competitions; rental of firearms.
 FIRST USE: 20080815. FIRST USE IN COMMERCE: 20080815

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design

21.03.12 - Dart boards; Targets without crosshairs or alignment guides

Search Code

26.01.18 - Circles, three or more concentric; Concentric circles, three or more; Three or more concentric circles
 26.01.21 - Circles that are totally or partially shaded.

Serial Number

85030784

Filing Date

May 5, 2010

Current Filing Basis

1A

Original Filing Basis

1A

Owner

(APPLICANT) U.S. Firearms Academy LLC LIMITED LIABILITY COMPANY NEVADA 294 E. Moana Lane #18 Reno NEVADA 89502

Attorney of Record

Holly M. Ford

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "U.S. FIREARMS" AS TO ALL CLASSES AND "ACADEMY" AS TO CLASS 41 ONLY APART FROM THE MARK AS SHOWN

Description of Mark Color is not claimed as a feature of the mark. The mark consists of a circle with a series of progressively smaller inner circles representing a shooting target with the words "U.S. FIREARMS ACADEMY" written across the center of the design and the words "HOME OF RENO GUNS" written at the top center of the outer circle of design.

Type of Mark SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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